

## Launch News!

WELCOME TO ADMIRAL NEWS, THE FIRST EDITION OF THE ADMIRAL GROUP NEWSLETTER



**W**e value communication at Admiral – communication with our clients, together with permanent and temporary people and with other players in the catering industry. That's why we're planning to produce such bite-sized updates on our own developments – and those of some of our clients – three times a year. We hope you will enjoy them!

The Admiral Group is now well established in the catering recruitment industry. I started the business in November 1995, inspired by the vision of creating a specialist catering agency, one where clients would receive a personal, high quality, honest service, where there was no doubt about our commitment to deliver on our promises. Our initial team of three has expanded steadily, and we now have 27 staff working in three divisions from

offices in London's West End and City; special thanks to the team and all the loyal clients and applicants who together have enabled our success.

As we have grown, so we have focused on attracting high quality clients – respected contract and event caterers, prestigious hotels, private clubs, restaurants and in-house operators. Our clients identify with our commitment to quality of service in catering. We know that to work with the best, we ourselves have to strive continuously to be the best.

Catering recruitment, like operations, is a challenging environment. We go to great lengths to understand the needs of our clients and to identify appropriate people who are key to your business. Our **Permanent Focus** division combines experience, sound selection techniques and a passion for finding the best candidates for any

vacancy. Similarly, our **Temporary Assignments** consultants ensure that even short-term staff fit smoothly and professionally into any existing in-house team. Some clients also choose to benefit from **Admiral Additions**, our bespoke, one-stop solution that frees up in-house management to focus on their key business operations, whilst we support your people needs.

In business, to succeed and to continuously pursue excellence, I use my determination, motivation, passion and energy in both work and my interest in running. I know from experience in both areas that success requires continuous dedication: what you put in determines what you get out. I hope this newsletter will give you a better flavour of Admiral's similar dedication to producing quality results – for our clients, our applicants and ourselves.

PAULA ROGERS, Managing Director

### NEWS UPDATE

## Cheers for the Chairman



Respected recruitment guru Jeff Grout has joined Admiral as non-executive chairman. Jeff has unparalleled expertise in the recruitment business. Until 2000 he was UK Managing Director of Robert Half International, the largest specialist recruitment consultancy in the world. He built up the UK operation from two offices and 18 staff into a business with 18 offices, over 300 staff and domestic turnover of £65 million.

Jeff now provides a range of consultancy, speaking and management development services. He is also known for his public interviews of high achievers in the worlds of business and sport – people such as designer, retailer and restaurateur, Sir Terence Conran and former Olympic athlete, Roger Black.

Jeff is excited by his involvement with Admiral. "I am impressed with Admiral's energy, ambition and the customer focus," he says. "I believe it is a very good company, and I am excited to be a part of making it a great one."

# Eaton Focus

The Eaton Group, a specialist in contract catering, has been calling on Admiral's services for around five years. Eaton's Managing Director, Alan Walker, explains why.

"We are regarded as a smaller, niche independent operator," Alan says. "As a result, we wanted a staff provider who was a similar size to us, who understood our business and how important it is to get the service right." Admiral fitted those requirements perfectly.

Eaton Fine Dining provides high quality hospitality services such as directors' dining rooms, while its Café Marché brand is designed to provide exciting staff restaurants. Café Marché is in competition with high street outlets, making a high standard of service essential. "We need staff who understood the retail scene and the high level of customer care we require," says Alan. "Admiral are certainly very in tune with that. With Fine Dining, we are an extension of the client: it's private, it's personal and we reflect the organisation. So it's important that if we need additional staff resources, they immediately fit our culture in the way they do things. Admiral understand this need."

Eaton's requirements can be demanding. "We have given Admiral



some tough challenges," says Alan, "such as when we opened our restaurant and hospitality service at the Highways Agency. We had to open quickly and needed to call on Admiral. The Highways Agency had extremely tight security, which meant all the catering staff had to be escorted everywhere they went. It was quite a challenge for someone to integrate smoothly with Eaton's staff in that kind of environment, but Admiral managed to deliver."



## CLIENT PROFILE

# Houston & Church

Quality contract caterer Houston & Church has been thriving since its launch in December 1997 and now provides a full range of restaurant and café services to its clients. As it grows, the management team are determined to maintain the original culture that has shaped its success so far.

John Houston and Jill Bartlett set up the business, aiming to provide a highly personal service for blue chip, medium-sized businesses. "We wanted to give our clients one-to-one support," says Jill. Media businesses, insurance companies, lawyers, management consultants and commodity brokers are among those who now benefit from the Houston & Church personalised approach and quality focus.

Top-notch staff are vital for the company's success. "We might have good food, but it's our people who are the key," says Jill. "That's where Paula Rogers and Admiral come in.



be happy, and crisply turned out," says Jill. "We have a retail outlook. When potential clients come to see our business they say what fantastic people we have, because they are always bright and smiling." Seeing her catering staff grow and develop provides huge satisfaction for Jill. "I get a hell of a buzz if I go in and someone has just got their NVQ or been promoted," she says. "When people really care about what they do and are prepared to give their all, I think that's fantastic."

Houston & Church doesn't want to grow too big or too fast. "We have 24 clients and are gaining around five a year," Jill says. "That's just right to enable us to open successfully without ignoring our existing clients. My role as the business grows is to make sure it remains culturally as it was in the beginning. We want to keep the happy family environment, with everybody involved in everything. There is a danger when you get bigger that you can lose all of that."

It's essential that we have the right people, and it's invaluable to have one person who spends their time inducting, retraining, and making sure everyone is smiling all the time." All job applicants must pass an attitude assessment at the first interview stage; otherwise they progress no further. "We work them hard – they have to

# Admiral Vision

The Admiral Group is a people business. We aim to solve our clients' staffing needs by providing the right people with the right qualities at the right time.

Our ability to do this is founded on the values shared by all our staff, and our commitment to the way we do business.

- ⊙ Our service is personal, knowledgeable, responsive and rapid.
- ⊙ We see ourselves as one team, with one goal: to deliver the best service we can at all times.
- ⊙ We will go the extra mile to exceed our clients' expectations, listening to them, understanding their needs and then doing everything we can to deliver.
- ⊙ We are passionate about what we do, honest in our dealings with clients and committed to doing the best we can for the candidates we select.

What does this all mean in practice? It means we are small enough to care, but big enough to make a difference.

## CAMPAIGN FOR COURTESY

The Admiral group has signed up to the campaign for Courtesy in Recruitment (CIR), an initiative developed by the British Hospitality Association in conjunction with leading employers and recruitment consultancies. Admiral's MD Paula Rogers, Vice Chair of CIR, explains why she believes passionately in supporting the campaign.

**"At one time the catering recruitment industry was becoming highly unethical," says Paula, "but I believe that unless you provide an honest service, there's no point providing one at all. At Admiral, honesty with our clients is key to everything we do, and that's why we are such firm supporters of the campaign."**

The Courtesy in Recruitment initiative consists of three charters – one for employers, one for applicants and one for recruitment companies. These 10-point codes of good recruitment practice establish how signatories to the charters are expected to behave. The recruiter's charter, for example, establishes that members shall not deliberately attempt to headhunt someone they have previously placed. It also covers practical issues such as fee arrangements, selection procedures and the protocol around taking up references. "The campaign for Courtesy is about providing an honest service from company to company," says Paula. "It's like a code of conduct for how we do things round here. We would like to encourage more recruiters and employers to sign up". **If you'd like more information about the campaign for Courtesy in Recruitment, please contact Katie Burgess at [katieb@admiralgroup.com](mailto:katieb@admiralgroup.com).**

# MEET THE CHEF

**"I have always known I wanted to be a chef, but I couldn't tell you why," says Rodney Payne, Divisional Executive Chef at ARAMARK. The reason doesn't matter when you are as successful as he is.**

A Master Craftsman, member of the Craft Guild of Chefs and frequent competition medal-winner, Rodney has 15 years' experience in the catering industry. He trained in top London restaurants, including the 5 star International Sporting Club on Park Lane, before joining Bill Bentley's fish restaurant in the City of London. He began his contract-catering career with Town & Country in 1990, then spent seven years with Summit Catering. He has also worked for Gardner Merchant and the Eaton Group, eventually joining ARAMARK as Field Development Chef in 1999.



Rodney was part of the team that developed ARAMARK's acclaimed "fresh!" in-house brand portfolio, offering clients the potential of significant cost reductions while still delivering great food with a contemporary image. The fresh! offering has proved a huge success, and won the Cost Sector Catering Marketing Award 2001. "We launched fresh! in the early part of last year and have installed it into over 60 contracts, so it's been hugely successful," says Rodney.

Apart from developing new recipes and service packages, Rodney has also been closely involved in training and development, which he loves. He launched ARAMARK's Culinary University at Birmingham College of Food, Tourism & Creative Studies, writing some of the course material and joining in the training. "I loved my involvement with the Culinary University," Rodney says. "We were careful to make sure our training courses were relevant to the businesses that the chefs worked in. We were able to inspire our chefs, who went away with a thick book of recipes they could actually trial in their businesses. That also meant the clients really saw an impact from the training."

Rodney also recently set up ARAMARK's Chefs' Forum, which brings chefs from around the UK together to discuss industry issues, future promotions and events. "The forums are something that I have been wanting to set up for a while and they are an excellent way of developing new ideas and fast-tracking initiatives," says Rodney. "It really helps the guys to discuss issues and get involved in events which they may not have heard about otherwise. The forums are especially useful to develop chefs for competitions". Rodney is especially proud of ARAMARK's recent competition successes, with only 8 medal winners in 2000 to over 30 in 2001, the medal count is going up with ARAMARK having a presence now in all major industry competitions.

Rodney has recently taken up his new role as Divisional Executive Chef for ARAMARK in order to focus more on the business aspects of contract catering, rather than the development side. When interviewed he was shortly to attend the menu tasting for the launch of the Mini Cooper S to UK dealers. Rodney is relying on Admiral's expert support for this launch, as he has done with so many previous projects. "My job is extremely varied which I really enjoy," he says. "There's never a dull moment because each project is totally different."

## STRAIGHT FROM THE OVEN:

### A MESSAGE FROM PAULA



**W**e all know of the skill shortage in our marketplace. I am currently working with Anne Walker, managing director of Springboard UK, and through the Campaign for Courtesy Committee, to raise the profile of our industry amongst schools, colleges and parents. Recent surveys

have suggested we really need to inspire youngsters from the ages of ten to twelve upwards, whilst not forgetting the enormous influence that our parents have! We aim to represent you - our clients - and spread the word about how great this industry really is. Please do not hesitate to provide me with any information or literature which we can use to continue to help promote your great companies and the great positions you hold within this exciting marketplace.

## SPECIAL PEOPLE

**We in business all know how important our suppliers are to us. For the last seven years we have had the most fantastic level of service and commitment from Alastair Higgins, director of printing specialist Custom Forms, whose ability in turning around print runs consistently exceeds everyone's expectations. On behalf of all the team here at Admiral, we would just like to say a big Thank You!**

## WEBSITE WONDERS

The Admiral Group launched its website in April, aiming to give surfers a real taste of what we do and how we do it.

**New clients can register online, enabling us to identify the most appropriate consultant to contact them to discuss their needs. Job vacancies can be registered through the site and you can also email our West End and City offices.**

We have also developed a separate section for applicants, who can register their interest in permanent and temporary positions online. There is also helpful advice for all applicants - permanent and temporary, including tips on how to create an effective CV and how to prepare for interviews.

The site has something for everyone, so why not sample it, test it and give us your feedback? Go to [www.admiralgroup.com](http://www.admiralgroup.com)

## A BOLLYWOOD NIGHT

Following the successful launch of last year's Tokyo Life promotion, leading department store Selfridges once again called on Admiral's expertise for its recent Bollywood launch party.

The event, held at the beginning of May, marked the start of a 23<sup>1/2</sup> day promotion of Bollywood in the Oxford Street store. Around 1,700 guests enjoyed Indian canapés cooked by chefs from the Taj Hotel Group India and served by a top-quality team of waiting staff provided by Admiral.

"The event was an incredible success," says Rachel Belam, catering operations manager at Selfridges. "It was very smooth. The waiting staff were fantastic. We briefed them in small groups and had a team leader for every ten staff. This is a huge department store and you can easily get lost - that's the hardest thing. But the waiting staff were great. I've worked with Admiral for years; I know they will give me the quality of staff I need to deliver a launch like this."



# Admiral's People



**DAVID HARRINGTON** General Manager

David joined Admiral in 1999 after gaining thirteen years' experience working within the Hospitality and Catering industry. As General Manager he oversees the Admiral Group's operations and ensures our clients receive the very best service, assistance and advice.

David has extensive experience and impressive qualifications to draw upon. In his earlier career he worked for a wide variety of organisations, ranging from multinational food chains and themed restaurants through to exclusive five star resorts at senior management level. Prior to that he completed a degree in Hotel and Human Resource Management in Australia in 1994, following it with an Associate Diploma in Hospitality Catering Management whilst working with Sheraton Hotels.

Out of hours David's passion for food continues. "I love cooking good food, eating good food and drinking good wine," he says. He burns the energy off through his keep fit activities. He also enjoys scuba diving and travel.



**MIKE MURPHY** Manager, City Office

Mike joined the Admiral Group in March 2000 after arriving from New Zealand where he was Area Manager for the country's largest pizza delivery operation. He believed that the fundamentals of the food service industry could be applied to catering recruitment, and his experience has proved him right.

Mike initially joined Admiral's City Temporary Division, placing chefs and kitchen staff throughout London. He then took over the running of the Contract Chef Division in Admiral's new Head Office and also assisted with one of Admiral's high profile contracts in Canary Wharf. In October 2001 Mike took up the position of Manager in the company's City Temporary Division. "I believe in a 'no nonsense' approach to business," he says. "Our clients expect the best staff and it is our responsibility to deliver on this. I encourage my team to be realistic, flexible and honest with our clients; this has helped us to retain business and develop new clients throughout the City."

Away from the office Mike loves traveling. Not long ago he took six weeks out to go on a trip round Europe. "Admiral takes a realistic approach to employees' requests to travel," he says. "I enjoyed my trip and returned to the company focused and refreshed."

# admiral

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